March 2021

Nail Color and Care - US

"The nail color and care market is ripe for innovation. While the pandemic has lifted sales, category frustrations and shifting product usage preferences among younger adults challenge continued strong growth. To sustain market momentum, brands must develop products that meet the next generation's needs and expectations. Easy to use formats ...

Consumers and the Economic Outlook - US

"Despite COVID-19 putting a dent in consumers' finances and morale, many still remain hopeful on their financial situation going forward. A recovering US economy, rallied by the availability of a vaccine, has instilled optimism in many consumers during tumultuous times. In spite of that, how well this recovery can be ...

February 2021

Soap, Bath and Shower Products - US

"COVID-19 has put hygiene and wellness at the forefront of consumers' minds, fueling the demand for soap, bath and shower products, particularly hand sanitizer and soap. The hand sanitizer segment will see continued growth and innovation as the product becomes a hygiene essential. A renewed focus on self-care will also ...

Drug Stores - US

"It's a challenging time for drug stores. However, with a global pandemic shaping consumer perceptions and behaviors, including influencing more proactivity when it comes to managing their holistic wellbeing, drug stores have never been in a more prime position to shine. The future of the drug store channel involves offering ...

Diversity and Inclusivity in Beauty - US

"Diversity in beauty is not a marketing tactic – it's an essential practice and must be a key area of focus among every beauty brand on the market today. It requires a strong commitment from brands to listen and collaborate with members of underserved groups to ensure successful and meaningful ...

January 2021

Home Hair Color - US

"In the absence of salons, more consumers turned to at-home solutions, leading to increased usage of home hair color products. While salon closures during lockdown certainly benefited the at-home hair color market in the short-term, some consumers plan to stick with at-home hair color products to curb spending or minimize ...

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